

In this issue:

Bike Service Center.....	1
OXXO.....	2
Annual Meeting.....	2
Wireless.....	3
Dine Around.....	3
Executive Director.....	4
Blood Drive.....	4
President's Column.....	5
Donors.....	5
Calendar.....	6

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Charles Allen, Chief of Staff to Councilman Tommy Wells, and owner Denise D'Amour cut the ribbon at the grand opening of the new Capitol Hill Bike Service Center.

Capitol Hill Bike Service Center Opens

Capitol Hill Bikes, one of the most successful businesses on Barracks Row celebrated the grand opening of a full service repair shop on March 2.

This expansion is rapidly positioning Capitol Hill Bikes to be the premier cyclists' center in DC and the metro area.

Capitol Hill Bikes, located at 709 8th Street, SE has been in business since May 2000. The shop is doing well, but its small repair space located at the back of store, measuring only 13'x15', just couldn't keep up with the demand for

repairs requested by customers.

The Capitol Hill Bike Service Center, a few doors down at 719 8th Street, SE, should have no problem dealing with these extra demands. Covering approximately 2500 square feet, the space will more than triple the repair capacity. It will also serve as a showroom for tools, grips, seats, tires, and other bike accessories.

Owner Denise D'Amour is confident that this new addition will help her customers spend more time on their bikes. "A lot of people were waiting for services and we're confident this will cut down the wait time. Last summer the wait to get your bike repaired was about one month. This will definitely help during peak season."

D'Amour has already expanded her staff and hired two new employees to accommodate the extra business. Patrick Bishop and Bud Sargent are both expert mechanics who will run the new location. Additionally, two familiar faces, Ryan Lewis and Lee Poole, have recently completed their certifications from the Barnett's Bicycle Institute.

The first floor retail space for The Capitol Hill Bike Service Center had been dormant for the last few years. The last time the space was occupied was in 2002, when the space was occupied by Southeast Auto Supply. Longtime residents might remember that Metropolis, the bike shop that preceded Capitol Hill Bikes, started at that location before moving to 709 8th Street.

Visit the new Capitol Hill Bike Service Center at 719 8th Street, SE and Capitol Hill Bikes at 709 8th Street, SE. Both shops can be reached at (202) 544-4234.

OXXO Care Cleaners: A Spa for Clothes

Barracks Row is excited to welcome OXXO Care Cleaners as the latest destination on 8th Street. Opening their doors to their first customers on February 10, OXXO Cleaners will be introducing several revolutionary concepts in the dry cleaning industry.

OXXO Cleaners is a new health conscious and environmentally friendly dry cleaner that does not use potentially hazardous chemicals common in other forms of dry cleaning. "Most dry cleaning businesses use PERC, a chemical that has been linked to health problems and cancer, which was recently banned in California," says Trina Byrd, the owner of the OXXO Cleaners on Barracks Row. "OXXO uses only a GreenEarth solvent that doesn't damage the environment."

Byrd, born and raised in Washington, DC attended Woodrow Wilson High School and holds an MBA from Johns Hopkins University. She is proud to be the owner of an environmentally friendly, green business.

OXXO features an automated 24-hour drop-off and pick-up system that is truly unique in the dry cleaning industry.

"This is the most convenient way for our customers since they can pick-up their clothes at any time they wish," says Byrd. But she stresses that OXXO will also offer personal service and customer satisfaction will be at the forefront of their business. Garments will be personally hand ironed by the staff, rather than machine ironed as other cleaners do. "We like to call our business a spa for your clothes. You will notice a big difference in how much softer your shirts are," says Byrd.

Visit and welcome OXXO Care Cleaners to the neighborhood at 405 8th Street, SE, (202) 675-2031, or at their website, www.oxxousa.com.



OXXO Care Cleaners is now open and ready for business on Barracks Row.

The mission of Barracks Row Main Street is to revitalize 8th Street SE reconnecting Capitol Hill to the Anacostia waterfront and benefiting the local community.

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BRMS 8th Annual Meeting on Thursday, June 21

Please note your calendars now and plan to attend the BRMS Annual Meeting and Reception on Thurs., June 21 from 6-8 pm at a location TBD on Barracks Row. All merchants and building owners, BRMS partners, volunteers and community leaders and supporters are invited to share a fun evening learning about BRMS's accomplishments of the past year, saluting volunteers and outstanding businesses and partaking of some of our corridor's finest food and drink. It is all free and is a true celebration of the success of our commercial corridor. You will meet our new and existing Board members and welcome Tommy Wells our new Ward 6 Council Member. Our new ED, Cristina Amoruso will be there to greet you. Don't miss it!

Capitol Hill Wireless Opens

Barracks Row is proud to welcome Capitol Hill Wireless as one of the latest additions to 8th Street. Celebrating their grand opening on December 21, 2006, Capitol Hill Wireless is now one of the few retailers on Capitol Hill carrying high-end electronics and the first on Barracks Row. Customers will be able to find the latest MP3 players, hand-held gaming devices, T-mobile cellular phones, and other wireless applications.

Capitol Hill Wireless is owned and operated by Carl Williams has owned the property since 1997. A former Washington, DC police officer who patrolled the First District, Williams knows the area well and believes there is a strong market here for the high tech products he is offering.

Capitol Hill Wireless currently employs five employees, all DC residents. Williams says that all his employees welcome input from the community about products, brands and services, and look

forward to catering to the needs of all Capitol Hill residents.

Welcome Capitol Hill Wireless to the neighborhood by visiting them at 425 8th Street, SE, (202) 544-9662.



Capitol Hill Wireless carries the latest wireless products.

3rd Annual Barracks Row Dine Around and 1st Annual Spring Sidewalk Sale

Spring is just around the corner, and that means the Annual Barracks Row Dine Around is fast approaching. Last year's event was the most successful ever, attracting nearly 100 hungry patrons to sample the variety of restaurants available on Barracks Row.

This year, the Barracks Row Dine around will take place the afternoon of Saturday, April 28 from 1:00 p.m. to 5:00 p.m. Sixteen restaurants are participating, each offering a small appetizer, entrée, dessert, or drink as a sample of their fare. Those of you familiar with the food on Barracks Row know that there is a diverse selection to choose from, including Thai, Indian, Afro-Caribbean, Belgian, Cuban, El Salvadorian, Chinese, and American cuisine specialties. Patrons will receive a stamp from each restaurant they visit, and those who get all 16 stamps will be awarded a future discount at any participating restaurant.

This will also be the first year that Barracks Row retailers will be displaying the promises to be a fun afternoon for everyone

involved.

Tickets are \$40 and can be purchased on the day of the event from participating restaurants, or in advance from Pawticulars, Chat's Liquors, Capitol Hill Sporting Goods and Apparel, Hoopla Traders, or at the Barracks Row Main Street office, (202) 544-3188 or mainstreet@barracksrow.org.



Patrons enjoy last year's Dine Around on Barracks Row.

Barracks Row Main Street Announces Selection of New Executive Director

Barracks Row Co-Chairs, Linda Parke Gallagher and George A. Didden, III, have announced the selection of Cristina Amoruso as Executive Director of Barracks Row Main Street (BRMS). Ms. Amoruso is currently the ED of the Boonton, NJ Main Street which she has led for the past four and one half years. She is a certified Main Street manager, having graduated from the National Trust's Commercial District Certification Program in Revitalization Management. Her academic training includes a BA in political science with a concentration in urban studies from the University of Houston, Texas, and two MA degrees, one in Architecture from the University of Miami and the other in Historic Preservation from Columbia University, NYC.

"We have conducted a nationwide search," said Ms. Gallagher "and feel we have found the very best qualified person to lead our organization. She has been interviewed by almost all our directors, key partners in the community and met a number of members of our business community. We were uniformly impressed with Cristina as a person and as a professional. We know her to be completely dedicated to the Main Street approach and look forward to introducing her to the community."

Ms. Amoruso replaces former ED Bill McLeod who was with BRMS for four and half years. She will likely start her new position between April 15-20. "I am both thrilled and

honored to have been chosen to lead Barracks Row Main Street and I look forward to working with the businesses and community partners to continue developing the district into one of the most desirable spots in the city of Washington," she commented. George Didden, in commenting on her selection, added, "Barracks Row has come a long way, but we are now at a different stage with much larger projects to get off the ground. They include the redevelopment of the Eastern Market Plaza into a town center; the installation of sculptural "gateways" at the north and south ends, the creation of an arts district and an independent movie theater, and artwork by the freeway that will make it virtually 'disappear.' Cristina has the skills and imagination to lead these major, transformative endeavors."



Cristina Amoruso will be the new Executive Director of Barracks Row Main Street starting in April.



The American Red Cross Blood Mobile stops by Hoopla Traders.

Successful Blood Drive at Hoopla Traders

In celebration of Valentine's Day, Hoopla Traders sponsored a blood drive on February 13 in front of their store location at 733 8th Street, SE. The blood drive was organized by Robyn Einhorn, the curator and assistant manager of Hoopla Traders. The American Red Cross provided the blood mobile, and Hoopla Traders provided gifts to the first 40 people who donated. Despite the cold and snowy weather, the event was a great success.

President's Column

By Linda Parke Gallagher

From time to time, I like to give you a perspective of Barracks Row from the point of view of the Board of Directors. As you know, we have been without an Ex. Dir. since Bill's departure on Dec. 15. Stuart Zehner, our project manager for facades, has been doing an admirable job of keeping the office running in the interim. As you will also see from separate articles, the Committees continue to function and events are being planned such as the Dine Around chaired by Board Member Jeff Davis which is scheduled for Sat., April 28 and the Annual Board Meeting and Reception for Thurs., June 21.

The big news of the day is that we have hired a new ED, Cristina Amoruso. A separate article tells you about her professional background which is exceptional for the job. She has been a Main Street manager for the past 4 ½ years and it is her dream job. She absolutely loves working with the Main Street merchants and has a great sense of style and marketing pizzazz! Look for some exciting new things to happen. We feel very fortunate that we were able to attract someone of her caliber, but, as she pointed out, Barracks Row is pretty famous in the world of Main Streets and almost everyone out there in the universe of 1,800 Main Streets knows who we are and that we won the GAMSА (Great Am. Main St. Award)

in 2005. We had lots of applications but hers stood out. And when we met her, the feedback from directors, partners and merchants was overwhelmingly favorable.

And lastly, we have been fundraising like crazy to make sure we have the funds to pay Cristina and operate the office. This is where you come in, whether you are a business, a building owner, a partner, a volunteer or a community friend or neighbor. We need your financial support and will begin listing in this edition of the Newsletter, those who have contributed this year. We ask businesses to be a part of the \$100 a month club and to use payroll deduction which we can easily set up. Building owners who have benefited enormously through increased valuations are asked to pay their "fair share" which we have determined, and we are beginning to reach out more and more to other businesses and the Capitol Hill community through a "friendraising" campaign. We have been successful with obtaining large federal and city grants for specific projects, but they do not cover our operating expenses which run about \$150,000 per year. We hope you believe in and support what we are doing to help you and help this community create one of the most vibrant and successful neighborhood based commercial corridors. Please show this support by contributing. Spring and a new ED are just around the corner. We look forward to sharing both with you!

Barracks Row Main Streets thanks the following community donors for their support of our organization.

\$5000 and above

Capitol Hill Investors

\$1000 — \$4,999

Banana Café, Capitol Hill Community Foundation, Coldwell Banker, Sara Capella, Myles Doherty, Eagle Academy, Alan P. Dye, Feldman Group Inc, John A. Glaros, Maurice Kriendler, Herbert Lehner, Robert and Catherine Miller, National Capital Bank Inc, Susan Perry, Second Street Holdings LLC, David Sheldon, Starfish Café, Tip Tipton

\$500 — \$999

Thomas M. Arrasmith, III, Capitol Hill Veterinary Clinic, Jeff Davis, Donald L. Denton, Rick Halberstein, Navy Yard Valet, The Old Siam, Szechuan House, Karen M. Voellm, Scoey Wilson, Jennifer Zatkowski

Less than \$500

7th and L Street Market, Suzanne Mackenzie Barrows, Sally Beerbower, Capitol Video Sales

Catalogue for Philanthropy Inc, Chicken Tortilla, Ciena, Thomas Clark, Carol Connelly, Curves, Dignity Washington, District of Columbia, John Gagosian, Donna Gambrell, Jane Greene, Groovy DC, Albin Javarone, Carolyn Johnson, Eric Lichter, Lewis H. Mottley, Network for Good, Alice L. Norris, Pawticulars, J.M. Payne, Penn, Schoen & Berland Associates, Quiznos, Victor Robinson, Gene and Shirley Rosenfeld, Vikram Singh, Travelers Property Casualty, William Tully, Rebecca J. Wilson

Calendar of Events

April 2007

April 3—Design Committee meeting; 6:30 p.m. in the BRMS office
April 10—Promotion Committee meeting; 7:00 p.m. in the BRMS office
April 11—Board of Directors meeting; 8:30 a.m. at NCB
April 14—*Second Saturday*; 6:00-10:00 p.m. on Capitol Hill
April 17—Organization Committee meeting; 8:30 a.m. at NCB
April 28—*3rd Annual Dine Around and 1st Annual Spring Sidewalk Sale*; 1:00-5:00 p.m. on Barracks Row

May 2007

May 1—Design Committee meeting; 6:30 p.m. in the BRMS office
May 8—Promotion Committee meeting; 7:00 p.m. in the BRMS office
May 9—Board of Directors meeting; 8:30 a.m. at NCB
May 12—*Second Saturday*; 6:00-10:00 PM on Capitol Hill
May 15—Organization Committee meeting; 8:30 a.m. at NCB

June 2007

June 5—Design Committee meeting; 6:30 p.m. in the BRMS office
June 9—*Second Saturday*; 6:00-10:00 p.m. on Capitol Hill
June 12—Promotion Committee meeting; 7:00 p.m. in the BRMS office
June 13—Board of Directors meeting; 8:30 a.m. at NCB
June 19—Organization Committee meeting; 8:30 a.m. at NCB
June 21—*BRMS Annual Meeting and Reception*; 6:00-8:00 p.m. at a location TBD on Barracks Row

Volunteer for Barracks Row Main Street and help us complete our work plans!

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